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Message Text

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ACTION CU-04

INFO OCT-01 EUR-12 ISO-00 /017 W
---------- 126701
R 210705Z FEB 75
FM AMEMBASSY BUCHAREST
TO USIA WASHDC
INFO SECSTATE WASHDC 1787
AMEMBASSY VIENNA

UNCLAS BUCHAREST 0721

USIA FOR IEE, IBS, ICS

VIENNA FOR RPO

E.O. 11652: N/A
TAGS: SCUL RO
SUBJECT: JEROME LAWRENCE VISIT

1. AMERICAN PLAYWRIGHT JEROME LAWRENCE HAD A VERY SUCCESSFUL VISIT TO BUCHREST, FEBRUARY 15-19 WHEN HE MET PROMINENT MEMBERS OF ROMANIAN'S THEATRICAL COMMUNITY. LAWRENCE'S PROFOUND KNOWLEDGE OF AMERICAN THEATRE, HIS ARTICULATNESS AND INFORMAL FRIENDLY MANNER MADE HIM A HIT WITH THE THEATRE DIRECTORS, PLAYWRIGHTS, ACTORS AND CRITICS HE MET DURING A PROGRAM WHICH INVOLVED A FORMAL LECTURE ON "SOCIAL RELEVANCE IN AMERICAN THEATRE," A ROUND-TABLE DISCUSSION ON "CONTEMPORARY AMERICAN THEATRE," AND VISITS TO THE NATIONAL THEATRE, NOTTARA THEATRE, THEATRE INSTITUTE AND THEATRE MAGAZINE.

2. LAWRENCE GAVE TWO INTERVIEWS FOR TELEVISION, ONE FIVE-MINUTE INTERVIEW FOR A WEEKLY CULTURAL ROUND-UP PROGRAM, THE OTHER A TWENTY-FIVE MINUTE INTERVIEW FOR LATER BROADCAST. THIS IS THE FIRST TIME IN POST MEMORY THAT A VISITING AMERICAN CULTURAL FIGURE WAS ASKED FOR TWO SEPARATE INTERVIEWS FOR TELEVISION. HE WAS ALSO INTER-VIEWED BY THEATRE MAGAZINE, THE THEATRICAL COMMUNITY'S MAJOR PUBLICATION.
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3. IN FORMAL PRESENTATIONS, OFFICIAL CALLS AND AT REPRESENTATIONAL EVENTS, LAWRENCE'S KNOWLEDGE AND EXUBERANCE FOR HIS CRAFT AND DESIRE TO INCREASE TRANSLATIONS OF BOTH AMERICAN AND ROMANIAN PLAYS LED TO VERY PRODUCTIVE CONVERSATIONS. AMONG THOSE WITH WHOM LAWRENCE MET WERE THE DIRECTOR OF THE NATIONAL THEATRE (AND LEADING ACTOR AND CENTRAL COMMITTEE MEMBER) RADU BELIGAN, NOTTARA THEATRE DIRECTOR (AND IMPORTANT PLAYWRIGHT) HORIA LOVINESCU AND RECTOR OF THE THEATRE INSTITUTE, MRS. EUGENIA POPOVICI.

4. LAWRENCE IN SHORT WAS AN EXCELLENT CHOICE AND FOLLOWING IMMEDIATELY BEHIND PAUL FOSTER (SEE BUCHAREST 0609) THE POST CAPITALIZED ON USING TWO SIGNIFICANT, THOUGH VERY DIFFERENT, PLAYWRIGHTS TO REACH ALL LEVELS OF BUCHAREST'S THEATRICAL COMMUNITY. GIVEN THE ACKNOW-LEDGED IMPORTANCE OF THIS COMMUNITY IN ROMANIA AND OUR DOUBLE-PRONGED SUCCESS IN REACHING THEM THE POST STRONGLY RECOMMENDS CONSIDERATION FOR FUTURE VISITS BY WELL-KNOWN AND PERSONABLE MAJOR AMERICAN THEATRICAL FIGURES. AIRGRAM TO FOLLOW.
BARNES

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: VISITS, WRITERS, THEATER (DRAMA), PRESS CONFERENCES
Control Number: n/a
Copy: SINGLE
Draft Date: 21 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975BUCHAR00721
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750062-0419
From: BUCHAREST
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750225/aaaaavve.tel
Line Count: 82
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION CU
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 22 SEP 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 SEP 2003 by ellisoob>; APPROVED <31 DEC 2003 by ElyME>
Review Markings:

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US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: JEROME LAWRENCE VISIT
TAGS: SCUL, OTRA, RO, US, (LAWRENCE, JEROME)
To: USIA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006